



**ADOPTION OF SOCIAL MEDIA IN TEACHING & LEARNING
FOR EDUCATORS**

**CASE OF UNIVERSITI TEKNOLOGI MARA CAWANGAN
JOHOR, KAMPUS SEGAMAT**

NURUL SYAZANA BINTI MATKAR

2015419138

**BACHELOR BUSINESS ADMINISTRATION (HONS) IN
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
JOHOR**

JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Nurul Syazana Binti Matkar, (I/C Number: 960720-10-6080)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 28 June 2018

LETTER OF TRANSMITTAL

28th June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Adoption of Social Media In Teaching & Learning for Educators, Case of Universiti Teknologi Mara Cawangan Johor, Kampus Segamat" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Nurul Syazana Binti Matkar

(2015419138)

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

Declaration of Original Work	i
Letter of Transmittal	ii
Acknowledgement	iii
Table of Contents	iv
List of Tables	vii
List of Figures	viii
Abstract	ix
CHAPTER 1: INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Research Objectives	3
1.4 Research Question	4
1.5 Scope of Study	4
1.6 Limitation of Study	5
1.6.1 Small Sample Size	5
1.6.2 Insufficient Primary Data	5
1.6.3 Difficulty In Data Analysis	5
1.7 Significant of Study	6
1.7.1 To Educational Institutions	6
1.7.2 To The Researcher	6
1.8 Term and Definition of Study	7
1.8.1 Social Media for Teaching Purposes	7
1.8.2 Level of Technology Usage	7
1.8.3 Drivers Influence	7
1.8.4 Barriers Influence	7

ABSTRACT

The use of social media within tertiary learning institute has led to constructive impacts on students' engagement in teaching and learning activities. Current studies have acknowledged the importance of social media as one of the facilitating tools that promotes dynamic participations among students. Although higher learning institution is introduce to new innovation, but when it comes to adopting they are always considered as late adopter. Thus, these studies examine the level of social media usage among lecturers for teaching purposes. Besides that, this study also examines the drivers and barriers that prevent lecturers from using social media for teaching purposes. This study adopts a quantitative research method approach. 266 questionnaires were distributed among lecturers in Universiti Teknologi Mara Johor, Segamat Campus. This study covers all full-time and part-time lecturers in this particular university. The outcomes of the study might be helpful to scholars and educators in their efforts to create initiatives to support, promote, and encourage the implementation and usage of social media in blended learning classes and provide ample training for lecturers to increase social media adoption. The facilitating factors were not all statistically significant but shall be taken into considerations by management to improve social media adoption among educators.

Keywords: Social media, adoption, higher institution